



# Washington State Operation Storefront Survey of Tobacco Advertising in Stores

## *Manual of Instructions for Surveyors*

### Goal of Operation Storefront

**To document the placement and number of cigarette and smokeless tobacco brand advertising in stores in local communities in Washington.**

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**Please keep this manual with you when you are conducting the survey in case you need to refresh your memory while you are in the field.**

## Overview

For this study, you will be counting cigarette and smokeless tobacco advertising on store exteriors and inside the store and noting some features of the store environment. There are two types of items you will be counting:

1. Ads – these are pre-printed, industry produced signs or posters.
2. Displays – these are portable units that hold tobacco products (cigarettes or smokeless tobacco) and are provided to the store by a tobacco company.

In addition to counting the above, you will be:

- making observations about the placement and nature of advertisements;
- noting special advertising methods; and
- counting the number of age-of-sale signs present in a store.

## General Approach

Use a consistent system for surveying and counting ads and promotions. When counting the ads by brand, you may want to use tick marks then tally the totals if many ads are present. Start with the exterior and record information for age-of-sale signs and ads. Next, code the interior of the store, recording items as they appear on the form. Start with age-of-sale signs then record the number of ads by brand. You will also be noting special characteristics and placement of the ads as well as the number of self-service displays.

For store **exterior (Section B)**:

- First look for age-of-sale signs. These are typically on doors and windows.
- Next, record the number of ads by brand; pay attention to windows, doors, sidewalks, and any freestanding ads. Walk around the perimeter of the store's property and look for ads on light posts, fences, sidewalks (self-standing), fuel pumps, and hanging flags.
- Finally, estimate and record the total coverage of doors and windows with ads.

For store **interior (Section C)**:

- First, look for and record the number and type of age-of-sale signs, which can appear on registers, counters, and sides of overhead bins. Don't count the yellow Washington State warning stickers.
- Next, count all ads. First record all ads by brand around the counter (e.g., behind and below the counter, on tobacco storage racks on or above the counter, in checkout lines). If the counter is in the center of the store, walk around it to check for ads on all sides. Then record ads away from the counter. Walk up and down the aisles and note ads and promotions on shelves, kiosks, bins, functional items and ads hung from the ceiling.
- Then note whether specials are advertised, if ads are in child-friendly locations, and if there are any violations of MSA provisions regarding cartoons and size restrictions. Also note if there are special advertising methods used in the stores including catalogs, clerks wearing tobacco gear, lighted or mechanical displays or other type of special displays.
- Record the number of self-service displays by brand.
- **Use Section D** to write down any observations of special advertising techniques in the store.
- **Return to Section A** to record disposition. Note whether beedies or single cigarettes are sold in the store and if any of the tobacco products are self-serve.

**In general:**

- Courtesy is important. Be aware of your surroundings; many stores will have deliveries and lots of customers. Make sure you're not blocking the doors or aisles or interrupting an employee at an awkward time.
- Attention to detail is very important. Pay close attention as you collect the information – many stores have a LOT of tobacco advertising, making it very easy to miss some. When you think you have counted it all, double check to be sure you caught all that you are supposed to count.
- Please use care when you record the information. Accuracy is crucial.
- If you observe anything unusual or notable, make notes on the coding form.

## Brands

**Recording Information by Brand**

You will be recording information about ads for top-selling brands including six cigarette and two smokeless tobacco brands. These include:

- Camel
- Winston
- Marlboro
- Kool
- GPC
- Newport
- Copenhagen
- Skoal

All other brands will be recorded as “Other”.

Most cigarettes brands come in a number of different styles. Ads may feature one or more styles of cigarettes of a particular brand. However, for our purposes we are only interested in coding the brand of the cigarette and not the specific style. For instance, all Marlboro cigarettes would be counted under Marlboro regardless of whether they are Lights or Menthol. Here are examples of styles of cigarettes and smokeless tobacco brands:

<b>Marlboro</b>	<b>Camel</b>	<b>Skoal</b>
Reds	Filter	Original
Lights	Filter Kings	Fine Cut Straight
Mediums	Menthol	Long Cut Straight
Menthol (green)	Lights	Long Cut Classic
Mild (purple)	Lights Wides	Bandits Straight
Light Menthol	Non-Filter	Bandits Wintergreen
100's	Special Lights	Bandits Mint
Light 100's	Special Lights 100's	Long Cut Mint
Medium 100's	Ultra Lights	Long Cut Cherry
Ultra Lights	Kamel Red (red pack)	Long Cut Spearmint

**Age-of-sale Signs**

If “We Card” signs are present, count each individually; these are red, yellow and white. All other age-of-sale signs will be counted as “Other”; these may include FDA signs, "It's the Law" signs, and tobacco company produced signs that also advertise a brand such as Winston's “No ID no smokes”, and American Spirit's sign

“...if born before 1981”). If there are any other age-of-sale signs please code origin as “other”. ***Remember, don’t count the yellow Washington State warning stickers.***

## What to Count

**Count ALL tobacco company-generated advertising for cigarettes and smokeless tobacco (exterior and interior). Do not count pipe and cigar tobacco advertisements or displays.**

### Where to Find Ads to be Counted

- Banners and posters with pre-printed advertising (may have prices hand-written by the local merchant)
- Awnings (if industry-produced ads are printed on them)
- Decals or stickers (some on windows are two sided)
- Pull/push and enter/exit signs on glass doors
- Ads attached to store walls
- Ads that are part of or attached to display racks and shelving unit
- Shelf talkers (small signs attached to the shelf)
- Ads /banners hanging from the ceiling
- Any other advertising item with a brand name or logo on it
- Branded cigarette tobacco ads printed by companies that own several chain stores, such as 7-11 or other chains
- 3-dimensional advertising, like inflatable plastic displays, oversized cardboard cigarette packs, or mobile/animated point-of-sale materials
- Ads on functional items such as change trays and counter mats; clocks; door/floor mats; newspaper racks; shopping baskets or carts; and trash cans and ashtrays

### Notes on what counts:

1. Count industry-produced ads, not hand-written or homemade ads. Count banners and pre-printed posters that may have prices handwritten by the local merchant.
2. To count as an exterior ad, an ad must be mounted outside or affixed to a glass window/door and be facing out. Interior ads that are viewable from the outside (e.g., if a door is open) are recorded as interior ads.
3. Ads that have multiple brands will be recorded for each brand. For example, an ad with three brands would be recorded as one ad for each brand. Chain stores typically have these ads (e.g., 7-Eleven).
4. If a sign is printed on both sides and is visible to the customer on both sides, then count it as two different ads. Some of these may be suspended from the ceiling. This also applies to two-sided ads in windows that are visible both outside and inside of the store.
5. Cigarette packs enclosed in plexiglass (thick clear acrylic) that are not accessible to anyone will be recorded as ads.
6. Count ads or displays if they are partially blocked by another ad or display only if you can recognize the brand.
7. Count signs on functional items such as trash can, change trays and floor mats, as ads. Branded shopping baskets and checkout dividers should be counted as single ads because it is too hard to count all that may be in the store

### Do NOT Count:

- Handmade/handwritten ads
- Printed signs that do not mention a specific brand (such as “Cigarettes sold here” or “Best Price \$27.00 per carton”)
- Cardboard boxes for shipping tobacco products (even if they are being used as part of a display)
- Ads for specialty cigarettes, such as cloves, Beedies or Bidis, or Kreteks (products or ads); only mark "yes" on the form if Beedies are sold in the store.
- Ads for cigars (such as Coronas, Dutch Masters, Tiparillos or Cigarillos) or pipe tobacco (such as Drum)
- Ads for cigarette rolling papers or other tobacco paraphernalia (e.g., Zig-Zag)

## Introducing Yourself

We are not required to obtain permission from the stores before we start the survey. In large stores, simply begin recording information. However, you may need to use an introduction in smaller stores where you will be more likely to be noticed (such as convenience stores and mom-and-pop markets). Introduce yourself to the store manager or clerk and let them know you will be collecting information on store advertising. Here is a sample introduction:

*Hello, my name is \_\_\_\_\_. I am helping with an advertising survey. We are counting ads in stores throughout the community. We'll take 10-15 minutes to look around the store and we'll stay out of your customers' way. Thank you.*

They may ask you some questions about the study. Here are some common questions and guidelines on how to answer them:

If they ask who your employer is, you can reply:

*I work for \_\_\_\_\_.*

If you're asked if this is related to tobacco buys or stings:

*This is a study of advertising and promotions in retail outlets.*

If pressed:

*I don't know. You could call my supervisor, \_\_\_\_\_  
at \_\_\_\_\_.*

If store clerks ask to see the audit form, show them without hesitation.

If you are pressed, you may also tell store personnel to call your organization that is sponsoring the project.

You can also present them with a copy of the introduction letter that assures store owners that any information collected from their store will not be used in any criminal or prosecutory activities.

## Section A (Store Information)

1. Fill in or confirm the store name
2. Fill in the store's license number.
3. Fill in the store address.
4. Check the correct store type.

*Fill in the following after you complete the interior of the store:*

5. Complete the disposition section with the appropriate code when finished surveying the store.
6. Check "yes" if beedies are sold in the store. Beedies (or "bidis") are products containing tobacco wrapped in temburni leaf or tendu leaf; they are hand-rolled cigarettes that are imported primarily from India and some Southeast Asian countries, they are available in a variety of candy-like flavors and often are sold in packs of fewer than 20. Look on the counters and behind the clerk in the checkout area.
7. Check "yes" if any tobacco products were available self-serve.
8. Check "yes" if single cigarettes were available for sale.
9. Insert the survey date.
10. Place your initials in the box.

## Section B (Store Exterior)

The **EXTERIOR** section should be used to record information on the amount of tobacco advertising on the outside of the store including windows, doors, exterior walls, and anywhere else on the building, on the sidewalk, or in the parking lot.

### Exterior Age-of-sale Signs

11. Does the store have exterior age-of-sale signs?  
If there are no exterior age-of-sale signs, check box and skip to question 13.
12. Count and record each type of age-of-sale sign on the exterior of the store. Choose from:
  - "We Card"; or
  - Other.

## Exterior Ads

These are ads that appear on the exterior of the store. See section on What Counts on page 4.

### 13. Does the store have exterior ads?

If there are no exterior ads, check this box and skip to question 23.

### 14a. Count and record the total number of ads for each of the cigarette and smokeless tobacco brands on the form. Then count and record ads for all other cigarette and smokeless tobacco brands.

*Then look for the following ad characteristics by brand and check yes if present.*

### 14b. "Special" price:

A brand ad that indicates a "special" price This is designated by any of the following terms: "special value", "special offer", "discount", "cents-off", "reduced price", "special savings", "save \$ \_\_\_\_".

Do **NOT** include "everyday low price", "low", "value brand", "savings brand", "premium brand", or "quality".

### 14c. Multi-pack discount:

A brand ad that offers free tobacco products with purchase of cigarettes or smokeless tobacco. An example would be "buy two packs get one free" (these are usually pre-packaged).

### 14d. Free-gift:

A brand ad that offers a free gift with purchase of cigarettes or smokeless tobacco. This may include free lighters, t-shirts, or food, and is usually affiliated with a current marketing promotion. An example would be "free camera with purchase".

### 14e. At or below 3 feet:

Check yes if any part of the ad is displayed at or below 3 feet from the ground. Three feet from the ground is generally at waist level.

### 14f. Cartoons:

Check the box for each brand that features a cartoon in their ad(s) (e.g. Joe Camel). Cartoons use comically exaggerated features, attribute human characteristics to animals or inanimate objects, or may attribute super-human characteristics to figures (human or otherwise).

### 14g. Size:

Check the box for each brand that has any ad 14 feet<sup>2</sup> or bigger. Size is determined by using 8" x 11" sheet of paper: 15 lengthwise are approximately 14 square feet. This includes "mosaics" (ads adjoining each other) and series of ads where the ads are joined together to create a single display that is larger than 14 square feet. Check the box for "none" if there are no ads that are 14 square feet or bigger.

### 15. Total number of Exterior Ads

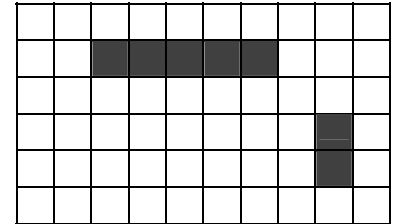
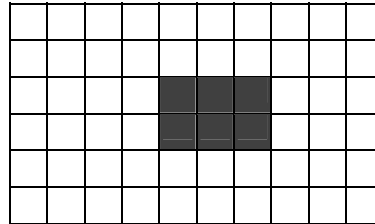
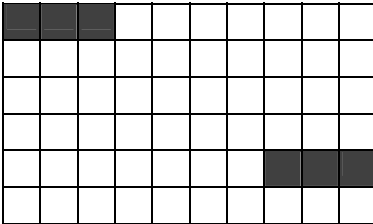
Add and record the 9 columns of 14a and record the total number of exterior ads.

**16. Storefront Advertising Coverage:**

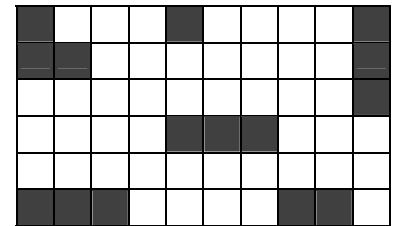
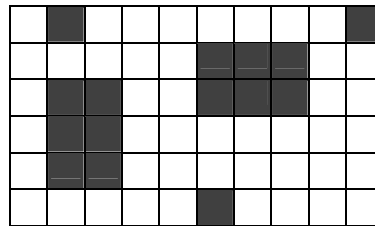
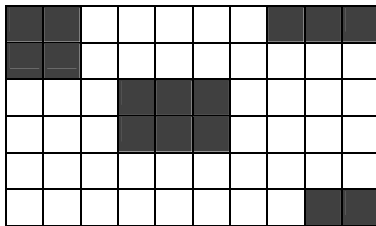
Check the box that best represents the total coverage of advertising on the doors and windows of the store. Use the examples of window coverage below for reference when you are trying to estimate coverage.

Examples of window coverage:

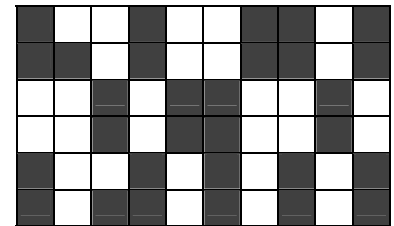
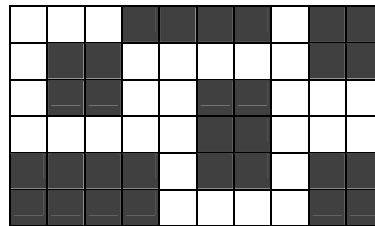
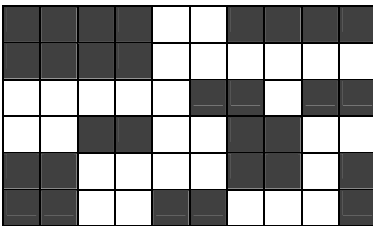
**10%**



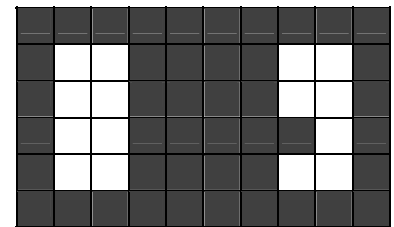
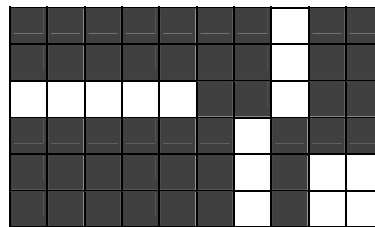
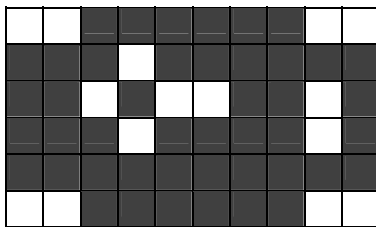
**25%**



**50%**



**75%**





## Section C (Store Interior)

The **INTERIOR** section is designed to collect information on the location of tobacco products (cigarettes and smokeless tobacco) and the amount of tobacco advertising on the inside of the store, including walls, doors, checkout area, and other areas in the store. You will also record information on functional items and age-of-sale warning signs and special advertising methods used in the store.

**17.** Does the store have interior age-of-sale signs?

If there are no interior age-of-sale signs, check box and skip to question 19.

**18.** Count and record each type of age-of-sale sign on the interior of the store. Choose from:

- “We Card”; or
- Other.

### Interior Ads

These are ads that appear on the interior of the store. See section on What Counts on page 4.

**19.** Does the store have interior ads?

If there are no interior ads, check this box and skip to question 22.

**20a.** Ads Near Registers:

Count and record the total number of ads for each of the cigarette and smokeless tobacco brands on the form that are within six feet of the registers. Then count and record ads for all other cigarette and smokeless tobacco brands that are within six feet of the registers.

**20b.** Ads Away from Registers:

Count and record the total number of ads for each of the cigarette and smokeless tobacco brands on the form that are more than six feet from the registers. Then count and record ads for all other cigarette and smokeless tobacco brands that are more than six feet from the registers.

**20c.** Add the number of ads near and away from registers by brand.

*Then look for the following ad characteristics by brand and check yes if present.*

**20d.** “Special” price:

A brand ad that indicates a “special” price This is designated by any of the following terms: “special value”, “special offer”, “discount”, “cents-off”, “reduced price”, “special savings”, “save \$\_\_\_”.

Do **NOT** include “everyday low price”, “low”, “value brand”, “savings brand”, “premium brand”, or “quality”.

**20e.** Multi-pack discount:

A brand ad that offers free tobacco products with purchase of cigarettes or smokeless tobacco. An example would be “buy two packs get one free” (these are usually pre-packaged).

**20f.** Free-gift:

A brand ad that offers a free gift with purchase of cigarettes or smokeless tobacco. This may include free lighters, t-shirts, or food, and is usually affiliated with a current marketing promotion. An example would be “free camera with purchase”.

**20g. Ads near candy**

Check yes for each brand that has any ad within 12 inches of candy (including breath mints).

**20h. At or below 3 feet:**

Check yes if any part of the ad is displayed at or below 3 feet from the ground. Three feet from the ground is generally at waist level.

**20i. Cartoons:**

Check the box for each brand that features a cartoon in their ad(s) (e.g. Joe Camel). Cartoons use comically exaggerated features, attribute human characteristics to animals or inanimate objects, or may attribute super-human characteristics to figures (human or otherwise).

**20j. Size:**

Check the box for each brand that has any ad 14 feet<sup>2</sup> or bigger. Size is determined by using 8" x 11" sheet of paper: 15 lengthwise are approximately 14 square feet. This includes "mosaics" (ads adjoining each other) and series of ads where the ads are joined together to create a single display that is larger than 14 square feet.

**21. Total number of Interior Ads**

Add and record the 9 columns of 20c and record the total number of interior ads.

**22. Special advertising methods**

**22a. Gear catalogues/promotions**

Check the appropriate box for branded catalogues that offer promotional gear.

**22b. Clerk wearing tobacco gear**

Check the appropriate box if any of the clerks are wearing branded tobacco gear.

**22c. Lighted/moving tobacco displays**

Check the appropriate box for the brand ads that use lighted or mechanical displays.

**22d. Other**

Check the appropriate box of any brand that is featuring special advertising techniques such as holiday displays or free product samples.

**23. Self-service Displays**

Record number of self-service displays by brand if the products on displays or shelving units are reasonably accessible to customers. If the displays or shelving units are positioned so that the customer would reasonably need the clerk's assistance to remove the tobacco product, do not record as self-service.

<b>Section D (Notes)</b>
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Record any unusual advertising or events here.